

Baby Food in Morocco

Market Direction | 2022-09-08 | 23 pages | Euromonitor

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Report description:

For the second year running, baby food is expected to register a fall in current value sales and an even larger fall in volume sales. While rising inflation is leading to lower volume sales, the main factor contributing to the negative growth is a falling birth rate. Economic uncertainty caused by the pandemic and the war in Ukraine has further accelerated the birth rate decline, with potential parents putting off the decision to have children. In addition, while milk formula is the largest prod...

Euromonitor International's Baby Food in Morocco report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Dried Baby Food, Milk Formula, Other Baby Food, Prepared Baby Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Baby Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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